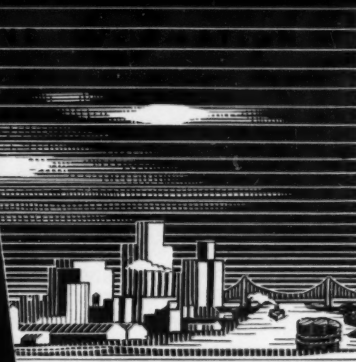
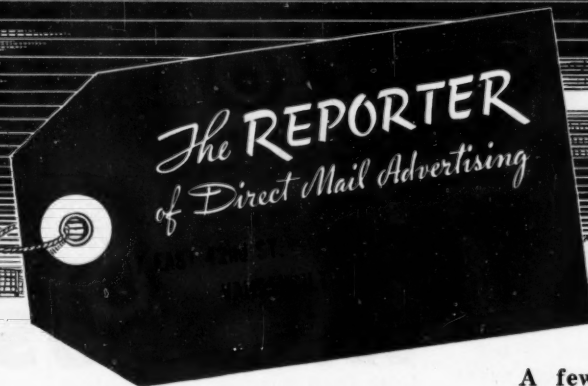
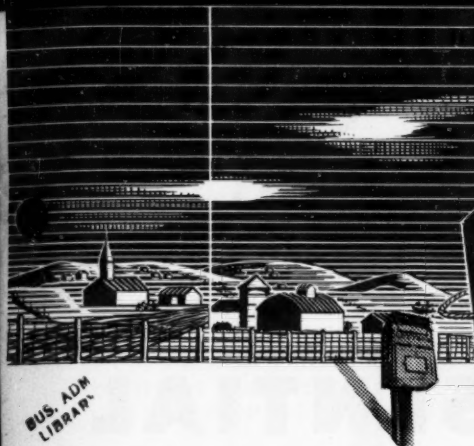


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MAR 15 1944

## A few notes about February Activities

### NEW POSTAL RATES MARCH 26

As everyone in the country knows by now, the Congress on February 25th overrode the Presidential veto on the Tax Bill. The Tax Bill is now a law. Postage rate increases are included in the law. They become effective in thirty days after passage of the law.

Even though most Direct Mail people believe that postal rates should not be juggled around in a Tax Bill... we will have to abide by the new rates. In a nutshell... here are the changes.

On March 26th you will start paying 3¢ postage per ounce on all first class letters. The local rate, formerly 2¢, is increased to the straight national rate of 3¢.

The domestic airmail rate, now 6¢, will be 8¢ per ounce. Airmail rates to and from members of the armed forces abroad (reduced to 6¢ a half ounce last December) remain unchanged.

There are no increases in second or third class rates.

Parcel post rates will be increased by 3%. You better get a new schedule from your Post Office (whenever they can get the new schedules printed).

Money order rates will be increased in varying amounts. For instance, a \$10 to \$20 money order, formerly costing 13¢, will now cost 25¢. A \$90 to \$100 order, formerly costing 22¢, will now cost 37¢. Get the new schedule from your Post Office (whenever the new forms have been printed).

Fees for registered mail will be increased 33½%. Fees for insuring mail will be doubled by the new schedule. (It is fortunate for all of us that insurance company actuaries do not fix rates by Congressional juggling.) Collection on delivery fees will be doubled by the new law. Fees for delivering domestic, insured, registered or COD mail to the addressee personally will be increased from 10¢ to 20¢.

That's about all there is to it at the present writing. The Post Office Department will have its hands full making the necessary changes and adjustments.

Only time will tell whether the Direct Mail people were right in their claims that postal rates should not be included in a Tax Bill... and that illogically increased rates decrease revenue.

**NO DATE.** Everyone admits that it's difficult, if not impossible, to judge timing on third class mailings. The Post Office is doing a whale of a job in trying to meet the emergency of the wartime load... but third class mail is slow.

We like the NPW note inserted in a news bulletin issued by National Advertising Art Center, Inc., 420 Lexington Avenue, New York City. Their January issue has just been called to our attention. Others might like to copy or adapt.

Please note that the News Letter and the Bulletin bear no date of issue. This is the beginning of the third year they have been issued, hence "Vol. 3".

The reason for this is that third-class mail is so slow the date of issue really means nothing. We will try to get them out about twice a month, as usual. It has amazed us that a number of people save them, which is more than the writer does, other than the scrapbook kept at the office. For those who collect oddities, the serial number will serve.

**CORRECTION.** Once in a while *The Reporter* makes a mistake. Don't know how in the world this one happened. In the article entitled "Sermon Of The Month" on Page 28 of the December, 1943 issue of *The Reporter*, we erroneously placed Oliver Wroughton (who wrote the beautiful "sermon") in St. Louis. Oliver Wroughton, as all of us well know, is the well known and much respected Secretary of the Graphic Arts Organization of Kansas City, Missouri.

**WORTH MENTION...** is the "Executives' War Digest", a four page, 8½" x 11" handy summary of timely information for business men, mailed twice monthly by Thomas A. Edison, Inc., West Orange, New Jersey. It's an easy reading compilation of up-to-the-minute inside dope on Washington activities as they concern business men. It's edited by our good friend Julian Brodie of Green-Brodie, Incorporated, 420 Madison Avenue, New York 17, with the help of a Washington staff who "know their way around." If you are not on the mailing list... you should be.

**VOL. 6, No. 11, Report for FEBRUARY, 1944**

The Reporter of Direct Mail Advertising is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number VAnderbilt 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939, at Post Office at New York, N. Y., under act of March 3, 1879. Copyright, 1944, by Henry Hoke, New York 17, N. Y.

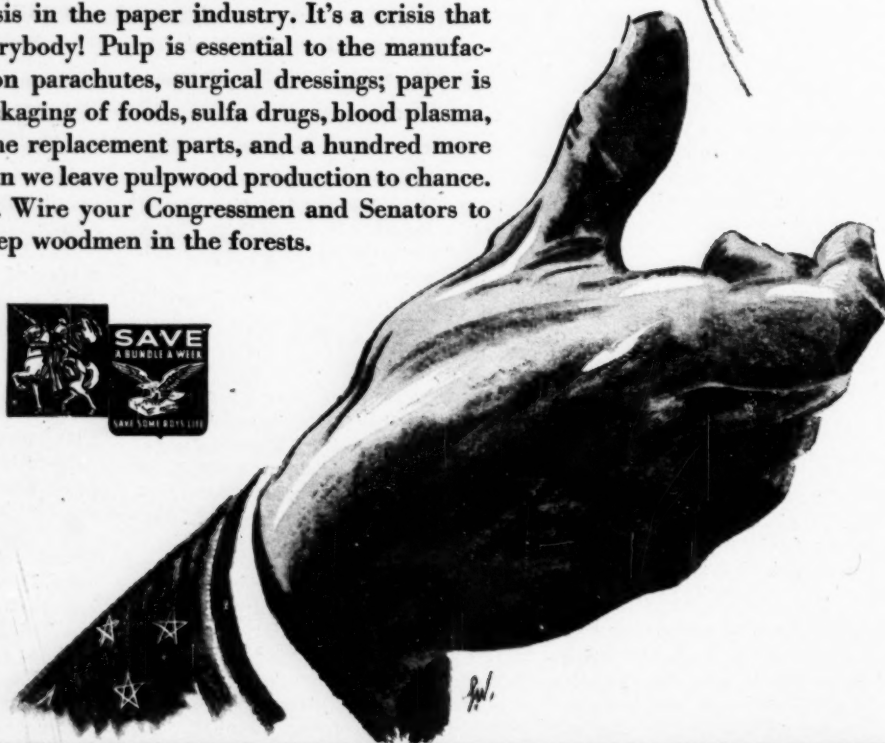
# TRIFLING

*with a*

# WAR ESSENTIAL

You know that pulpwood has been declared a critical war material. You know we simply cannot win this war without pulp and paper. Yet America trifles with the success of the war effort by draining men out of the woods with offers of high wages and jobs which may be more glamorous but often are far less essential.

So it is that America at one and the same time, demands an unfailing supply of pulp and paper and permits conditions that prevent that production. Pulpwood production is down. Reserves in woodyards have been exhausted. Mills are operating short time. This is more than a crisis in the paper industry. It's a crisis that will soon be felt by everybody! Pulp is essential to the manufacture of explosives, rayon parachutes, surgical dressings; paper is indispensable in the packaging of foods, sulfa drugs, blood plasma, medicines, gun and plane replacement parts, and a hundred more war needs. No longer can we leave pulpwood production to chance. It is too vital to victory. Wire your Congressmen and Senators to urge action that will keep woodmen in the forests.



**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers,  
Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

# Giving Us *Hell* Department

## First Torch

Dear Henry:

I've been reading the January Reporter and I haven't liked what I read a-tall a-tall.

I'm not going to bicker about whether or not there's a paper shortage. There is. Apparently, at least. What bothers me is that your attitude toward it seems so confused.

To Elmer Roeper you say "We are trying, Elmer, to avoid any regulation that will attempt to rule on end-use essentiality." That makes very good sense to me. But you aren't sticking by your guns.

You describe what is very palpably an ornate and lush presentation by National Blank Book Company and—probably because you like it—you give it a clean bill of health. You even go further and raise the question whether or not it is "as wasteful, for example, as a shady, off-colored pulp magazine" or "a full page ad . . . bragging about nothing in particular and obviously intended to reduce tax charges." That's pretty dangerous stuff Henry and honestly I don't think it's any of your business. I don't think it's wise to raise the question of media-advertising as a means of tax evasion. You and I aren't qualified experts on the subject and it's the kind of dynamite I think we should leave strictly alone.

You figure out that the Lord & Taylor ad "wastes" 5,500 lbs. of paper on what is probably one of the finest examples of retail store advertising in recent years. Now suppose, instead of taking an institutional tack, as L & T did for the January White Sale Ad, they had followed the pattern set by Gimbel's, Macy's, Bloomingdale et al and had printed a catalogue of the White Sale merchandise, that is "Fine percale sheets, 66x108 \$2.50 each." Would that have been "wasteful?" Why criticize this advertiser for making what he thought was the

In our January issue, this reporter ran three separate items entitled "Is This Essential Advertising?" We criticized several current newspaper and magazine advertisements in a deliberate attempt to knock down the **TOO POPULAR** criticism (in too many circles) that "all Direct Mail" is wasteful. It seems that we have tramped upon sensitive toes, punctured sacred cows . . . or something. It is only fair to give the other side a hearing . . . so we give our readers four of the best torches which add hot flames to this editor's purgatory.

best possible use of the space appropriated for the specific purpose?

Your criticism of the Container Corp. ad is equally captious. I maintain that this is none of your business. In the first place, stick to direct mail. That's your job. Let the War Production Board worry about the newspapers and magazines. Let the Treasury Department worry about advertising that is "obviously intended to reduce tax charges."

Some day somebody is likely to embarrass you by raising a question about the essentiality of The Reporter. They might even choose the current issue and, turning to the amusing but trifling full-page article about Otto Hillsman & Co. ask—very pointedly—"Is THIS essential?"

Cordially,

Chet Sloane  
Director of Promotion,  
The Guide Magazines,  
551 Fifth Avenue,  
New York 17, N. Y.

## Second Torch

Dear Henry:

Relative to your comments about the Container Corporation of America advertisement (The Reporter, January issue, page 10): Let's not

be too hasty in stating that the one page, two color, national publication advertisement of the above mentioned copy is "a bunch of hokey" and "sappy".

I don't know anyone in the Container Corporation of America organization, but I rise to suggest that an analysis of their page is in order before condemnation proceedings begin.

It would seem to me that, with possibly little or no sales problem today, they are doing a job that will considerably benefit them after the war. If they place an advertising series that puts their company in a strong position for post war business and attendant employment, when employment will be vitally important, then they get A-1 in my little book for both effort and accomplishment.

And what does the advertisement convey? Because of the most unusual type of art employed, and the small amount of text, it is almost impossible to avoid learning that Paperboard Saves Metal. I have seen many pretty good pages of advertising, Henry, that said less! That the Container Corporation of America is a manufacturer of paperboard containers is just as forcefully impressed on the reader. I've seen some fairly good company messages in my time that failed to do so effective a job! That they are aggressive, alert, and competent would be my guess—from the bold kind of page they prepare.

I believe perhaps if I had a container problem, wanted some advice or help, I'd get in touch with this criticized advertiser.

What should an advertisement do?

Cordially yours,

Bob Raine,  
Director of Advertising,  
Wyandotte Chemicals Corp.  
Wyandotte, Michigan.

### Third Torch

Dear Mr. Hoke:

Both my secretary and I have read the January 1944 issue of *The Reporter* with some interest. We both had the same reactions, arrived at after separately reading the various articles.

We'd just like to raise this question. You fill most of page 10, part of 12 and part of 13 discussing "Is This Essential" subjects. Yet in your own magazine you use considerable space discussing subjects which for the life of us we can't conceive as being essential.

For example—the questionnaire referred to on page 6—"Did This Really Happen." So what? . . . somebody sends out a crazy questionnaire.

Also on page 8—"Read This For Sure" . . . someone is discourteous, or someone doesn't treat you particularly nice! Both subjects would be debatable, depending on whom you ran into in the various towns!

Also, "Helpful Henry" on page 12 might be questioned as being essential stuff to fill up the editorial columns of your magazine.

*The one important point in these letters . . . and the one important point brought out in many conversations I have had on the same subject . . . seems to be:*

**"It is none of my business what an advertiser does with the paper he is allowed under his quota."**

If that statement is true, *The Reporter* should go out of business . . . and so should a lot of other magazines.

Let's get a few facts straight.

FIRST: Since along about 1929 *this reporter* has been known, favorably or unfavorably, as a critic of and a counsellor for Direct Mail. We have tried to be honest in our criticisms. If a piece or a campaign was good . . . we said so. If a project seemed poor in technique,

Now just to add a positive note. We did enjoy the article on "Now It Is Official," page 4, and the experiences of working in the post office as told on page 3. This is the kind of stuff that is essential because it is helpful to all of us in the Direct Mail field.

We debated whether we should raise this question or not, but we pass it along as two readers of your magazine.

Cordially,

M. M. Ammerman, Circulation Mgr.,  
Boys' Life, 2 Park Avenue,  
New York 16, N. Y.

### Fourth Torch

Dear Mr. Hoke:

Your inference that Lord & Taylor's 7-column advertisement was "silly" and "wasteful" rather surprises me. I thought it was particularly effective. The point is, of course, that neither you nor I will ever know anything about it in terms of actual results. Lacking that essential knowledge, it's unfair to condemn it.

My own opinion is that the ad was artistically impressive, subtle and—conceivably—very productive. It was obviously not intended to justify

itself on a direct return basis. But how many advertising men will agree with your statistically-minded printer friend that an advertisement is valuable only to the extent that it stimulates immediate sales?

In your article you say, "The next time someone throws a piece of Direct Mail at you and says 'Isn't this wasteful?' think of the advertisement in the New York World Telegram. Quote the poundage of paper for the total circulation . . . and then compare that poundage with the amount of paper used on a simple essential piece of Direct Mail to a carefully selected mailing list of actual prospects. . . ."

Are you suggesting, Mr. Hoke, that there is anything to be proved by comparing a prestige ad with a piece of Direct Mail? Frankly, I can't see where there is any basis for comparison. I would like to make a counter suggestion. The next time someone throws a piece of Direct Mail at you and says, "Isn't this wasteful?" take a close look at it—examine it carefully. Maybe it is!

Cordially,

Harry D. Kline, Advertising Mgr.,  
Alexander Hamilton Institute, Inc.,  
71 West 23rd St., New York 10, N. Y.

## Our Answer

copy, design, appeal or what have you, we tried to be equally frank. We hurt a few feelings, but in the long run the criticism helped those criticized. They improved their technique.

Because Direct Mail was part of the whole advertising business, we felt equally free to criticize silly, wasteful, untruthful or harmful advertising of any kind. Many times, we've used criticism or praise of a newspaper or magazine ad to point a needed moral in Direct Mail.

SECOND: For about four years, *this reporter* conducted classes or courses in Direct Mail work. The hundreds of "students" who listened to any of the professors can testify that night after night we used or discussed advertisements in other media to point out the lessons which

must be learned if Direct Mail is to justify its existence.

THIRD: For long years the Advertising Federation has campaigned for truth and good sense in advertising. At the last A.F.A. Convention, our respected friend, C. B. Larrabee of Printers' Ink Publishing Company, New York, delivered a stinging attack against bragging, silly, useless advertising during wartime.

Chester LaRoche of War Advertising Council has talked himself hoarse at meeting after meeting, pleading with advertisers to use "good sense" in the wartime appeals. I mention these cases, not to remove "blame" from my shoulder, but to show that leaders in all walks of advertising life are concerned about advertising. Unselfishly? No, not exactly. We all want advertising

**MORE—→**

**THE REPORTER**

# the **M**agic Lure of the Print Shop



**S**ometimes it is the nature of a craft to create an unbreakable tie between itself and the worker in that field, a heart attachment equal to lifetime devotion. One familiar example is **PRINTING**. Once editor, compositor, or pressman catches the spirit of the shop, the spell is seldom broken. Like the odor of a camp fire, or a whiff of salt air, the beloved tang of printer's ink, symbolical of a great profession, gets into your heart and soul. Law books, text books, encyclopedias, magazines, and newspapers, all smack of it. It is an invisible link that binds all intelligence together. It is the stimulus for creation in business or romance. This craftsmanship, this devotion to service and alertness to business needs, has nourished and developed an enormous industrial vitality, and whichever way the course of the future runs, the printer will always find himself able to adapt his helpfulness to new opportunity.

**NOW AVAILABLE.** Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you . . . or write direct to Graphic Arts Victory Committee, 17 East 42nd St., New York City.

## **HARRIS · SEYBOLD · POTTER · COMPANY**

**HARRIS DIVISION**  
CLEVELAND 5, OHIO  
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS  
AND GRAVURE PRINTING MACHINERY • • • •

**SEYBOLD DIVISION**  
DAYTON 7, OHIO  
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE  
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

to clean up its own back yard . . . to avoid regulation.

More and more, we are hearing criticisms of "advertising". I know of one certain office in Washington where advertisements in many publications (direct mail pieces too) are scanned and analyzed **day after day**. Those doing the scanning are not politicians, "long haired professors" or crackpots. "They" are former printers, paper men, advertising managers, advertising agency executives who gave up their peace time jobs and are down there trying their damndest to make the pieces fit together on the home front. These men see the **dangers to the future** of advertising when advertisers refuse to follow suggested rules of wartime **good sense**.

They know that if advertising doesn't practice self regulation in the interests of the war effort, there is a real danger of **enforced regulation**. That's how **regulations** originate. The result of abuse.

**THEREFORE**, with those points before you, I say that *The Reporter* has a perfect right to criticize both Direct Mail—and other advertising. Anything that hurts advertising as a whole hurts Direct Mail.

□ **OWI Pushes V-Mail.** February 14th was the starting date of a continuing campaign for the promotion of V-Mail. Over a period of the next few months, V-Mail will be publicized through all media. During the week of February 14th there were numerous radio features on the national network programs such as Edgar Bergen and Charlie McCarthy, Fred Waring, Amos and Andy, and some forty others. In addition, hundreds of local women's daytime programs carried V-Mail messages. There will be many releases to newspapers as well as feature stories for the women's pages.

The War Advertising Council is producing a comprehensive booklet that will go to 15,000 national advertisers and their agencies, asking them to devote space and time to the V-Mail story.

Direct Mail users should get behind this campaign . . . **and push**. And incidentally, what has happened to that suggestion made months ago

Our policy of frank criticism existed during peace days and I see no reason to change it during wartime. There is even less excuse to change it now. If readers of this magazine want a sloppily sentimental pat-on-back, sweetness and honey magazine, they'll have to get a new magazine or a new editor. If it's none of my damned business what type of advertising an advertiser wishes to use, what's the use! What about fraudulent advertising? What about disruptive propaganda? What about wasteful, illogical, unsound, untrustworthy advertising?

So to my friends who wrote to me, I say . . . "keep your shirts on." Try to look at the whole picture. The past. The present. The future. I won't attempt to answer all the points brought out in the letters—or justify the material in *The Reporter*. We try to give you items that make you think. Some, we admit, are in reverse. We will take space to reprint a silly questionnaire letter just to make you realize that such wasteful, thoughtless things are done . . . hoping that you, the readers, will be careful to make your letters better.

About the paper and war situations . . . let's be frank. I'm getting

sick and tired of arguments pleading for "business as usual." Too many people are "grinding the axe." Too many people are thinking "let's win the war, but for God's sake, don't hurt my business."

When someone tells me it isn't any of my business what an advertiser does with the paper he's allowed under his quota . . . when someone says it isn't any of my business what a housewife does with the extra unneeded cans of food she's allowed with her stamps; what a motorist does with the gallons of gas he's allowed under rationing . . . when they say those things . . . I forget where I am . . . I see a guy in Cairo, another on the Pacific somewhere . . . I see the hundreds of advertising men I've known scattered over the earth doing without and fighting for the folks who say "it's none of your business."

Can't you advertising people see that? If you can't see it, you will live to regret it.

Perhaps I'll live to regret this answer. So be it! I mean it . . . Sincerely,

HENRY HOKE.

to WPB concerning the possibility of saving paper by adopting a V-Mail form for wartime business correspondence? The answer: **NOTHING**. The reason: ? ? ? ? ?

□ **NEW MEETING PLACE.** At various times we've commented on the fine work of the Man Marketing Clinic. They formerly held their meetings in *The Reporter's* Direct Mail Center but moved over to the Engineering Building when the crowds grew too large. Latest information is that the Man Marketing Clinic now meets each Friday night from 7 to 10 at the Central Commercial High School, 214 East 42nd Street, New York City, under the direction of its founder, Sidney W. Edlund.

But the Man Marketing Clinic is now cooperating with the War Manpower Commission in addition to the Sales Executive Club of New York.

The Man Marketing Clinic continues to help men and women determine where their abilities can best be used and how to "land the job."

#### □ **PERMISSION GRANTED.**

My attention has just been directed to the very excellent article by Mr. Howard D. Shaw, "Seven Good Points for Correspondents" which appeared in the Reporter (November, 1943) and I would like very much permission to reprint this article in our company Manual.

The Manual is supplied to our employees, fieldmen and agents.

This article impresses me as being one of the best I have ever read on the subject and I feel that any correspondent who will follow the rules that you have set out will very definitely write better letters.

Len K. Sharp, Secretary,  
Mill Owners Mutual Fire  
Insurance Company,  
Des Moines, Iowa.

**Reporter's Note:** We try to give "the best" at all times.

# INTERNATIONAL COOPERATION



## *The Yank in China*



**NOTE TO READERS:**  
Chief reason for adopting Basic English (850 selected words) as a "second language" in foreign lands is to further understanding between nations. This advertisement is written in Basic English.

**C**ertain good English words make up a common language in which there is a meeting of minds—in China and everywhere.

Now the Yanks are in every part of the earth. By doing the kind, wise thing, Yanks are making friends by the thousands. Give those Yanks and the nations they are among this common language of words—

an *international* language—and they will make friends by the million. That is where Basic English will be a help—in a land like China whose relations with other nations are becoming more important day by day.

War is the cause of tight conditions in the paper market. International Paper Company gives ready help in making these serious conditions as smooth as possible.

★ **BUY ANOTHER WAR BOND** ★

## *International*



**PAPER COMPANY**

220 E. 42nd ST., NEW YORK, N. Y.

**PAPERS FOR PRINTING AND CONVERTING**

# MORE LETTER FORMULAS

George Ramage, Advertising Director of Young America, 32 E. 57th Street, New York, N. Y., (maybe we mention George too often) on January 19th delivered to us in person a personal letter which reads as follows:

Dear Henry:

Your "Horrible Example" case intrigues me—the one Chet Sloane brings to your attention.

You certainly put the poor guy on the spot. Why not give him some constructive rules for better letter-writing? After all, maybe he never heard of "The Reporter" before this (for him) unhappy incident. After a few more issues, he'll learn.

The poor guy may even have been just an elevator operator lured into their office to write letters. We are sprinkling salt on the skirt tails of one of the cleaning ladies here in our building to do some copy writing for us.

In this connection, you may be interested in our DICTATION BOOK, a copy of which I am sending you. Our men are using it enthusiastically. The steps and sequences were marshalled from three sources, The Man Marketing Clinic, Townsend's twenty-seven points and Schwab and Beatty's helpful advertisements in lesson form currently running in the advertising trade magazines.

And then George left with us a duplicate copy of his home tailored correspondence guide book. It's just a series of typewritten pages bound in a paper merchant's sampler cover. There are eight main sections plus a miscellaneous department. The headings are hand-lettered. George has given us permission to reprint the section headings and the sub-heads. It will not be necessary to give you the suggested paragraphs of the letter writers at Young America. Every business needs its own exclusive paragraphs.

But here are a few samples from the first section of the Young America work of art.

It wasn't any easy job you set for yourself in your talk today at the meeting. May I say that I thought you handled it superbly.

One of the points you have always brought up for discussion in our interviews is . . .

You can well be proud of . . .

You mentioned to me one day that your son was interested in . . .

Now read the headings for the eight sections. By reprinting, we hope that at least two readers of this magazine will have the gumption to prepare a similar guide book for their own business. Or are we too pessimistic?

## 1. Use a YOU opener.

Open with a paragraph or two carefully planned to earn your prospect's attention. Please him, win his goodwill. Lead him on and into the letter. Use the YOU approach. Appeal to his own self-interest. Create a favorable atmosphere. Give him a lift.

## 2. Tell WHAT benefits he can expect.

Now tell what benefits and advantages Young America delivers to the advertiser. Answer these questions in his mind: "What will this do for me? How will we benefit? What do we get out of it? Why should we advertise to youth or in Young America? What do we save, gain, or accomplish? How does it pay off? What results can we expect?"

## 3. Tell WHY Young America will deliver The Benefits.

Explain why Young America delivers the benefits you promised. Prove it with facts about the magazine—and more facts. "More facts you tell, the more you sell." Give plenty of proof. Advertising men want facts both as reasons and excuses for buying—to justify to themselves and to others a buying-decision.

## 4. Tell WHO uses Young America.

Tell who uses Young America. Big names impress mightily. List companies and agencies. Name people. Quote personages. Put the power of prestige to work. Give performance records of important well-known users.

## 5. Explain HOW he can use it successfully.

Next, tell him how to use Young America. Clearly explain your plan, your idea or suggestion.

## 6. ASK for Action.

Put the wheels under the benefits you promised by repeating the most dramatic one. Make this closing clincher copy very staccato. Use short, snappy sentences summarizing the strong points. Make it fast in tempo to create an urgent mood and bring about quick action.

## 7. Dangle your BAIT.

Near the close of the letter, offer to send literature. Folders or material pertinent to the prospect's problem or business. Check over the items listed below to see which are appropriate. Don't send too much. Just one or two pieces at a time.

## 8. Close with a HOOK.

To get an answer ask a question. Offer to send him information, show him our survey or bring him further data. A question mark is a good hook. Ask for an answer. Don't let the letter hang in mid air.

☐ **THE MOST SPECTACULAR MAIL ROUTE IN AMERICA.** The mail man who has what is called the most spectacular route in the country is the one Kyle McGrady runs on the Snake River between Lewiston and Johnson's Bar, Idaho. Richard L. Neuberger told about his work in the S. E. Post.

McGrady delivers the mail in a 58-foot boat that goes through half a hundred tossing rapids, between rock walls as high as highest skyscrapers, and finally ends in an abyss more than 1,000 feet deeper than any other chasm on the continent.

This trip is made once each week. Besides mail, the boat brings in most of the supplies for scattered ranchers and prospectors. The mail contract brings in McGrady \$2845 a year. Hauling passengers and freight brings in more cash, and catches of sturgeons have brought him an average of \$75 a week.

The whole thing started as a sort of lark, but today McGrady is the most important individual in the economic life of the people along his route. And he has no fear of competition.

From the always interesting house magazine, The Curtis Courier, issued by Curtis 1000 Inc., Hartford, Connecticut. Edited by Tom Dreier.

*"Expressiveness!..*

*that's why we used ATF faces*  
in these books,"

SAYS FREDERICK G. RUDGE, PRESIDENT, WILLIAM E. RUDGE'S SONS



Have you a copy of the ATF Red Book of Types? If not, send for one on your letterhead. Also, single page showings including complete alphabets of the following and other ATF type faces.

**HUXLEY VERTICAL**

*Lydian Cursive*

**BALLOON EXTRA BOLD**

**Baskerville Roman**

**Spartan Medium**

This advertisement is set in Garamond, Garamond Bold, and Spartan Black.

**M**ANY companies find strong advertising value in books that identify private enterprise with national development. Two examples are shown, both designed and printed by Wm. E. Rudge's Sons. The New York Trust Company for years has used the Statue of Liberty as its symbol. So this story of the creation of the famous monument is keyed to both popular interest and effective promotion. For cover and title page, ATF Garamond was chosen to express the nobility, simplicity, and beauty of the subject.

In "The Colorful Years," Devoe & Reynolds Co. tells the tale of its life in terms of the growth of this country. No finer selection of types could be found than the ATF Caslon 471 used for the background of the cover, and Bulmer Roman for the title plate.

Works of such permanent character demand presentation in types as sound in design as they are rich in expressiveness. For "bookver-tising," ATF types offer designers the widest possible range of distinguished and distinctive faces.



*American Type Founders*

200 ELMORA AVENUE • ELIZABETH 5 • NEW JERSEY

# Can WOMEN Replace MEN in the Printing Industry?

Here are the facts about the women who have been employed by printers to handle jobs previously done by men who are now serving their country.

"To what extent are women replacing men in the printing business?" is a question many printers have been asking since the manpower shortage loomed. Women have proven capable as bus drivers, workers in aircraft plants, business machine servicers and scores of other tasks at one time labelled "For Men Only". But how about the printers?—can women replace the men who have been lost? We decided to find the answers by questionnaire and here they are:

To the question, "How many women have you hired to take the place of men since the beginning of the war"? 72% answered none—small printers showing the same averages as the larger ones. However, this does not mean that girls are not being employed to replace men, for many firms have taken girls from their bindery and put them into the pressroom. In fact, of the girls who have taken over men's jobs, the great majority of them are employed as pressfeeders. Says one printer from a large Eastern city, "The four girls we have are just as efficient as the men we formerly had. This applies to the small automatic presses only."

All printers, however, have not had the same success with the employing of girls, as can be readily seen from the statement by a printer from another fairly large city. We quote, "Most girls available today, and there are lots in this community, (we've hired and fired about fifty in the last three months) are a pain in the neck!"

## Make Good Pressfeeders

Another angle worthwhile mentioning is that some of the girls who are now in print shops, especially those feeding presses, seem to lack the initiative men possess. Their work is clean and neat but something is missing. One printer in a small Maritime town, who employs five girls for presswork, puts it this

Almost all Direct Mail people are finding it difficult to get delivery on printed material. Paper is just one of the reasons for delay. Most printers, lithographers and lettershops have been hard hit by the manpower shortage. The printing industry for these many years has been a male enterprise. At the start of the war, this reporter urged his printer friends to start planning to educate women. The answer usually was . . . "Nuts".

So it was a real pleasure to read the report of a survey made by Provincial Paper Limited, 388 University Avenue, Toronto, Canada, in February issue of their excellent four-page house magazine "The Wartime Provincial's Paper." Since the production capacity or ability of U. S. Printers concerns all Direct Mail users . . . we are reprinting the report in full. If you are having trouble getting delivery of essential material . . . show this report to your printer friends. It may or may not stir them to action.

way: "They are satisfactory under present conditions but do not show initiative or ambition, probably because they realize, or think, that the situation is only for the duration." This employer states further that after the war he does not intend to keep his newly acquired pressworkers. The point is, however, they are doing a pretty good job and helping him out of a rather tough spot.

This chap's idea is backed up by a printer from a large town. Here the printer, instead of taking in new employees for cylinder press feeding, has taken the girls from the bindery. He states that these girls are just as efficient as the men when it comes to hand-feeding the presses, but, he added, they cannot, and do not take over other duties and responsibilities which even boy feeders accepted. In other words, the men and boys are looking forward to making a living from the printing business . . . the girls, in his opinion, were merely filling a job.

The girls he hired replaced those in the bindery who took on other jobs in the pressroom. From all across the country come comments that women can run presses and feed cylinder presses very efficiently.

## Linotype Operators

The next task that girls have taken over in the printing shops of Canada seems to be that of operating the linotype. Although this has been fairly common practice with several printers in Canada for a number of years it is rather a new venture for others. For instance, the MacLeod "Gazette", in MacLeod, Alberta, hired Lorraine Sinclair as a linotype operator late last year. Although a high school girl of nineteen, Miss Sinclair has made very good progress in taking over the duties of the chap who had the job and is now on Active Service. Naturally this young lady works under the supervision of a more experienced operator. She also helps to feed platen presses when required. On the whole, Mr. H. T. Halliwell, the publisher, is very satisfied with Miss Sinclair, and he intends to keep her after the war if it does not stop a man returning from the services from getting his job back again.

So adept are girls at keyboard work that one Toronto firm which had employed one young woman operator for the past ten years, has added three others during the past couple of years. This seems to prove that the "number one" job, they can do efficiently is that of operating a linotype. Nowhere, either from questionnaires, or talks with printers, have we heard anything but the highest of praise about women operating keyboards in printing houses.

The only complaint comes from a printer in an eastern town. He is already using girls for proofreading, estimating, presswork, shipping and delivery and now wants them for the keyboard machines. However, there is a rule in an Industry Collective Labour agreement which states "An apprentice compositor shall not be permitted to operate a keyboard machine until he reaches the second six

Prominent Users of Strathmore Letterhead Papers: No. 44 of a Series



## **DOES YOUR LETTERHEAD** **GET A QUICK RESPONSE?**

Cannon towels get a mighty hand from the boys at the front. A cooling dip . . . a brisk rubdown with a sturdy, durable Cannon towel . . . that's tops after grilling marches or hours of combat under blazing skies and in steaming jungles. Civilians are learning to take care of available supplies while millions of Cannon towels go to our armed forces.

The Cannon letterhead, on fine Strathmore paper, gets a quick response in important business contacts. YOUR letterhead should merit attention . . . express the standing and integrity of your organization. Now that lighter weight papers are a wartime necessity, quality becomes more important than ever. The Strathmore watermark is an assurance of quality.

*Strathmore Papers for Letterheads: Strathmore Parchment, Strathmore Script, Strathmore Bond, Thistlemark Bond, Alexandra Bond, Bay Path Bond and Alexandra Brilliant.*

# **STRATHMORE**

**MAKERS  
OF FINE  
PAPERS**

Strathmore Paper Company, West Springfield, Massachusetts

## **PAPER IS PART OF TODAY'S PICTURE**

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.



**This series appears in:**

**FORTUNE  
TIME  
BUSINESS WEEK  
UNITED STATES NEWS  
NEWSWEEK  
FORBES  
ADVERTISING & SELLING  
TIDE  
PRINTERS' INK  
SALES MANAGEMENT**

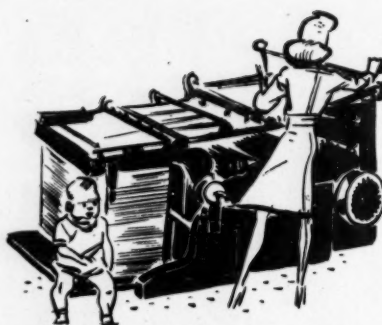
months of the fifth year of apprenticeship." Unfortunately this printer is in the area covered by this agreement and cannot allow girls to take over the job.

### Special Jobs

Apart from presswork and linotype work there are other special jobs women are taking over, or have been doing in the printing business. The most novel occupation seems to be that of a young lady who drives the delivery truck for a large Toronto printer. Her employer states that she seems to be as capable as the man who had the job before her. Apart from this young lady, they have taken on no others to replace men.

Mrs. "Mabie" Kilby of Brigdens Limited, Toronto, seems to be a real printer. Employed with this concern for a number of years she assists the manager of the production department in many ways. Mabie makes up estimates, checks production records, and seems to be, in fact, the "right hand man" to her chief. She has proven herself just as efficient and ambitious as a mere male could have.

Another young lady who is highly thought of is Miss Ethel Wright of Barwick Limited, Montreal. She is, in fact, their star employee and her record cannot be matched in that city. After 11 years, her punctuality and regularity, it is stated, is unbelievable. Forelady of the bindery, she can turn her hand to anything. As an organizer, she has done a wonderful job. Miss Wright has



proven too that there is a place in printing for women.

Miss Pauline Snyder of the Western Canadian in Manitou, Manitoba, also fits into the printing business very well indeed. Although she is replacing a man, they are going to keep her after the war, even if the man comes back. Besides taking over the duties of reporting, book-keeping and handling the folder . . . she handles proofing. And they are very satisfied with her effort. The Journal Publishing Company Limited, Summerside, P.E.I., is proud of Miss Olga MacNevin. She heads the office staff, reads proof and keeps an eye on everything.

Bindery girls, of course, have always had a place in printing shops and will probably have as long as there is such work to do. Today, however, their big duty, according to reports sent in from printers, is to supply girls for other work around the pressroom which has to the present time been handled by men. All questionnaires indicated that after men returned from overseas these bindery girls would go back to their jobs and the new ones who took

their place would be released, unless a greater volume of business resulted.

On the whole, the answers to the question, "Have you found the women hired to take the place of men satisfactory?" have been very complimentary. All answers gave them credit for being more neat and efficient than men. However, all were of the opinion that women did not take the same interest in their jobs and would never make careers of them.

To the question "Have any special problems arisen as the result of extra women working in your plant?" only one answered in the affirmative. The others simply answered "no". Many failed to answer this question at all.

We were disappointed at finding only one printer with a girl setting type by hand. She also does presswork, shipping, binding work and is an expert with the Heidelberg Automatic. A very handy person any printer might well be happy to employ.

The general picture seems to be that the ladies could handle some jobs usually looked after by men in printing plants . . . but not all jobs. However, the final answer rests in the hands of the reader and we would be interested in hearing from other printers about their experiences and how they look upon the situation. It seems, however, that women have come to the rescue of the shortage of printers to a certain extent and have done it pretty well.

### □ THE MILLENNIUM IS HERE.

This reporter has attended many conventions since back in 1924 when we started going to conventions. We have watched and participated in the herculean efforts of manufacturers to stage spectacular exhibits and to operate appropriate "room parties" where the customers could be thoroughly saturated with a desire to purchase the "right products." We have seen the pre-convention mailing campaigns of manufacturers . . . urging convention delegates to visit the exhibit and the entertaining room.

All this has changed. Buyers are now using pre-convention Direct Mail to soften up the seller. We give you the first message of its kind to reach our case history file. The following letter was sent to important manufacturer-exhibitors, on the stationery of the J & R Motor Supply Company, 1516 South Wabash Avenue, Chicago, Illinois.

Gentlemen:

Our big problem for 1944 is to get enough merchandise—with that in view we have arranged to have a buying staff attend the coming Accessory Show, January 31 to February 3.

We will have a suite at the Park Central, and in addition expect to visit each booth at the show.

Hope that our old friends (manufacturers and salesmen) will arrange to visit us. We will also seek any new firms exhibiting at the show.

We know that the war cannot last forever and feel it is time for factories to think of peace items. Any merchandise you can arrange to ship us will be appreciated and never forgotten.

We hope that you will phone (Circle 7-8000) our suite and arrange for an interview.

Wishing you a happy and victorious New Year, we are

Yours very truly,

**THE REPORTER**

□ **BREEZY COPY.** Want to read some copy which sings and swings along at a fast rate? Start it and try to stop. It appears in a one page printed letter just released by a new journal for gentlemen of the press.

#### Money for Nothing!

Well, practically nothing. We'll pay for stories. You've got a million of them. Fact, fiction, fancy, humor, gags, opinion, stories about stories you've covered, stories about the beats you've covered, stories about exclusives you fell into, stories about newspapers and newspapermen.

This paper will be written solely by working newspapermen. George Bernard Shaw couldn't buy his way into it. We want YOUR stories, YOUR stuff. The more the merrier. 5000 words is the limit, but the shorter they are the better. Boil 'em down. And **THEY'VE GOT TO BE GOOD.** Send along a picture of yourself and a few lines of biography.

Cartoons? Tell the artists to throw the ads aside and dig out those cartoons the staff's been chuckling over for years. We want those cartoons.

Pictures? Yes, we want pictures by all means. Particularly if there is a story that goes with them. Make sure the photographers see this notice.

Short stuff? Give us tear sheets of typographical bugs with a laugh in them. Give us some boxes with a kick in them that we can set in bold face. We'll pay for everything we use. Deadline for the first issue is Saturday, March 11. Early copy will have the edge.

A shirtsleeve monthly newspaper . . . Easy to write for . . . Easier to read . . . Easiest to pay for . . . A buck a year.

#### NEWSPAPERMAN

"By and for the Working Press"  
Hyde Park 36, Massachusetts

#### THE REPORTER

## SEND FOR This New Kit

—HELPFUL IDEAS FOR MEN WHO DESIGN AND  
ORDER PRINTING



### Saves Time . . . Saves Production Headaches

Just off the press, the new Hammermill Form Designing Kit is a helpful time- and trouble-saver for anyone who designs or orders business forms. It contains:

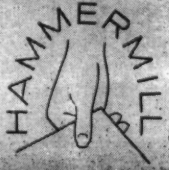
- (1) "5-Minute Form Check Lists"—a quick method for checking the efficiency and economy of any form, new or old.
- (2) Printing Specification Sheets—providing for instructions that are complete, accurate, easy

to interpret and leave little room for mistakes.

- (3) Layout Sheets, both pica- and elite-spaced—a useful aid for the designing of forms in the exact shape and size required.

The new kit will prove a convenient timesaver for you. It may avoid costly delays which often result from faulty instructions to the printer. Send for your kit today.

#### Back the Attack — BUY BONDS



Hammermill Paper Company  
Eric, Pennsylvania

Please send me—free—the new "Hammermill Form Designing Kit" and include a copy of the handbook, "How to Design a Business Form."

Name \_\_\_\_\_ Position \_\_\_\_\_  
(Please attach to your company letterhead) RDMA-VE

# "A Good Bit Of Copy"

... that's what reporter Fred M. Reast, Advertising Consultant, 10 East 43rd Street, New York City, calls a one page (8½ x 11) printed letter issued by a printing firm in Vermont. We agree and add that

it's one of the finest pieces of graphic arts promotions we've seen since the outbreak of the war. We urge all direct mailers to read it carefully. It contains words of real wisdom for all buyers of printing.

## Report on

# QUALITY-ECONOMY-SERVICE

It has been our purpose, throughout the lifetime of this company, to stress these three elements that make up a printing service. Even under present war conditions, they are the goal we strive for.

There are many limitations that hinder the full realization of all of these at the present time, but there is a compensating force that we cannot overlook, CUSTOMER COOPERATION. In getting out 6143 printing jobs in 1943, we have come to really appreciate what this means.

So, instead of a dark picture of shortages and lower qualities, we have a bright picture of how our customers helped us to make the most of what we had.

We thank you who came to our plant or used the telephone instead of asking us to come to you. It meant a saving of gasoline and more productive hours in our plant.

We thank you who were extra careful in the preparation of your copy. It saved a lot of compositors' and proofreaders' time. We thank you who let us help you plan your printing for economical use of materials.

We thank you who accepted lighter weights in paper and paper not as good as furnished in the past. In 1944, we may have to ask you to use smaller type and even reduce your copy in order to make the paper that is available go around. But somehow, with your help, we will make 75% of the paper we used in 1941 do for 1944.

We thank you who sent your copy to us early and planned your printing far in advance of your needs. It helped us to plan our schedule and, in a measure, to make up for our boys who are in the Army and Navy and the girl in the WAVES. We thank you who forgave us when delivery was late.

## WE DO SINCERELY THANK YOU!

So for 1944 we resolve to give you the most of Quality, the most of Economy and the most of Service that war-time conditions permit, confident that WITH YOUR HELP they will prove adequate.

# FREE PRESS PRINTING COMPANY

BURLINGTON • Telephone 3535 • VERMONT

January, 1944

(Ed. Note: This is not a paid adv.)

## HOUSE APPROVES BILL TO CONTROL EXECUTIVE MAIL

The House of Representatives has approved and sent to the Senate a bill to impose strict controls on the use of postage-free "penalty" mail by executive agencies of the Government.

The bill would require all Federal agencies to account for all penalty mail envelopes and wrappers. Each agency would be required to obtain from Congress an appropriation to cover the Post Office Department's cost of handling their penalty mail, and deposit that amount in the general fund of the Treasury. Use of the penalty mail would be limited to that appropriation.

The Senate Post Office Committee is now considering this House approved bill. There are indications that it may pass the Senate. Naturally, there is nothing in the bill regulating the free use of the franking privilege by members of Congress. Hell, No!

□ **GOOD WILL.** H. Landon Smith, Stanton House, 133 Pitt Street, Sydney, Australia, was in New York several months back at the Waldorf-Astoria and *this reporter* spent an interesting hour or two with him ... talking about George Fitzpatrick and many of our other friends in Australia whose customary messages are now too few and far between. Just as we were finishing the material for this issue, a little card came in from Landon Smith bearing this message. We liked its tone and reproduce it here.

We in Australia have the profound hope and belief that after the war the goodwill engendered by your airmen, marines, sailors and soldiers and other units added to those empirical relations already created by commercial interests, will develop inseparable friendly relations between all countries of the British Commonwealth of Nations and the United States of America.

As united people we shall "ride abroad redressing human wrongs; speak no slander, no, nor listen to it; live sweet lives in purest chastity" ... and thus "keep down the base in man, teach high thought and amiable words; desire of fame, and love of truth, and all that make a man."

□ **ANOTHER PLEA TO CANCEL CONVENTIONS.** Joseph B. Eastman, Director of the Office of Defense Transportation, during February issued another urgent plea to Associations . . . asking that conventions be held off for the duration of the war.

Mr. Eastman reported that many organizations have responded patriotically and called off their scheduled meetings . . . but **many others have not.** Calling attention to the growing crisis in transportation facilities, Mr. Eastman said:

"I therefore most earnestly urge the executives and members of all organizations scheduling conventions, trade shows or other group meetings in 1944, to reconsider their plans, give careful thought to the strain which their meetings will impose on our heavily burdened transportation system, and make their decision on the basis of the complete picture. I must ask that meetings involving travel not be held unless the responsible officers concerned are thoroughly convinced that the meetings will help shorten the war."

For the benefit of readers of *The Reporter*, we emphasize that copies of the Convention-by-Mail instruction booklet are still available. You can get yours by writing to the Graphic Arts Victory Committee, 17 East 42nd Street, New York 17, N. Y.

□ **THAT FIRST IMPRESSION.** Joe Grolimund of H. & A. Selmer, Inc., Elkhart, Indiana, sends us a form letter received by the President of his company from a prominent business publication. Here's how the letter starts off.

As a test I made a special introductory offer to a selected list of executives; one hundred and fifty-five top executives took advantage of it.

Now I want to make that same special offer to you. As an executive interested in new and better methods of advertising, sales and distribution, you will like, etc.

Joe Remarks: "Evidently they don't consider our President a top executive. All of which proves how careful one must be in writing form letters, not to say something in the first paragraph which rubs the prospect the wrong way." We agree!

## THE REPORTER

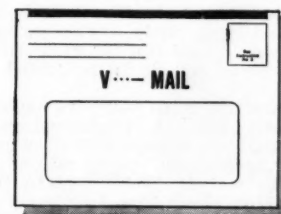


Put yourself in his place—the man in overseas service. Letters are his only link with home and his old life. But they come in bunches, months old, and not very satisfying . . . because people at home are not using the quickest way to get letters to servicemen . . .

## Use V-MAIL

Three out of four letters a week to service men overseas are going by ordinary mail, which travels on slow merchant ships in convoy, takes weeks and months to arrive . . . uses thousands of tons of sorely needed shipping space! But V-Mail flies—gets plane priority even over air mail, goes as far in two hours as a ship in a day.

When you write on a V-Mail form, your letter is photographed on a film strip. A plane can carry millions of letters on film. At the process point nearest destination, a photographic print is made, sealed



and delivered, a personal, private communication. If a ship is lost, a letter is lost. But if a plane is lost, a new V-Mail film is sent at once.

**SPEED** the letters that mean so much to men overseas! Get V-Mail forms from your post office or RFD carrier. Buy them at your stationery store. Or we will send six forms with our compliments . . . Address . . .



**PITNEY-BOWES POSTAGE METER CO.**  
2068 Pacific Street, Stamford, Conn.

Originators of Metered Mail, world's largest manufacturers of Postage Meters, which print postage for business mail . . . now devoted to war production.



# Report From England

We pass along an interesting letter received during February from our old friend Martin Perry in England.

Dear Sir:

Remember me? We were last in contact when, as a director of The Wellington Press, I sent you a copy of "Print that Sells"—and very complimentary about it you were.

Earlier than that you took a great interest in the questionnaires I sent out on "What happens to Direct Mail" and gave much space to a write-up on my results. (May, 1939, issue of *REPORTER*.)

Now—as you see—I have my own business and I can promise you some pretty interesting developments—after the Victory.

At the moment I am running my advertising business between 7 P. M. and midnight and during the day I am busy as organizer to "a Government Department"—one in which Direct Mail methods and business organization has contributed much to the war effort, but that—for the moment—is hush hush.

Have just been reading the current issue and it prompted me to write you again.

Hitherto we've always looked to the good old U.S.A. as Direct Mail leaders but—get ready—we're going to give you a good run for those laurels after we've got old Hitler "fixed."

Taking all in all you boys have had it pretty easy—no restrictions on Direct Mail to compare with ours and a paper allocation that makes our mouths water. We've had to think and think hard—how to contact our customers when the Government has said "NO" and how to make four inches of paper do the work of a 12 page book—may be we haven't done it but we've learned a lot in the trying!

That's why after the war we are going out good and strong and unless I'm very wrong the time we have had to think sitting in air raid shelters and trying to "make do" is going to be productive of some good progressive Direct Mail—so pull those socks of yours right up, all you Direct Mail men, we're planning to run you a good healthy race beginning this year and you'd better be good!

Incidentally, I had a batch of U.S.A. boys to a little home party last week—wish you could have seen them sitting

before the fire on the floor with a glass in each hand and a chunk of Christmas pudding on their knee!

The last stretch of this war isn't going to be a picnic but then the first two years wasn't either, but we're ready for it—because we are longing to get back to Direct Mail and the job.

By the way—I've written another little book (I do that between 6 A. M. and 8 A. M.—have no other time.) This time it's on training a private secretary and it's going great guns.

Am enclosing a copy—if any of your readers would like one just collect the orders and I'll ship over.

Kind regards to you—I'll be in touch again as soon as I have the first idea worth sending.

Sincerely,

Martin H. Perry  
10, Orchard Drive  
Edgware, Middlesex, England

**Reporter's Note:** Here's something worth noting. Writing on both sides of a letterhead has become so prevalent and acceptable in England that it is no longer necessary to print at the bottom of the first page any trick sentence or phrase. The secretary simply types at the bottom right corner the letters "P. T. O." . . . meaning, "Please Turn Over." *The Reporter* will copy this style immediately.

And now about Martin Perry's new book "So—You Want to Be a Private Secretary." I have read every word of this little 56 page, 5¼" x 7½" stiff cover masterpiece (it furnished a welcomed light interlude between the arduous but necessary reading of Konrad Heiden's "The Fuehrer"). We ought to find some way to get Martin Perry's Private Secretary book into circulation in the United States. It's one of the best jobs we've ever seen on this subject. It should help and improve every secretary who reads it. It perhaps aims at an unattainable ideal, but the sympathetic and light treatment paints the picture of a goal that is at least worth aiming at.

We like these words from Martin Perry's introduction:

In this book I have tried to . . . bridge the gap between plain scholastic proficiency and good hard experience.

A secretary who can handle an executive's correspondence is easy to find, but one who can write his letters when necessary, or, with the same confidence, interview a difficult client; one who can protect him from needless interruption and see that he is reminded of everything which needs his personal attention; one who can mix well with the junior staff and yet be liked by the Chairman's wife; one, in fact, who can manage his bank account, board minutes, and confidential matters with the same ease and confidence as she can produce his missing umbrella, dust his desk, or book his table for a dinner party, she will be a partner, counsellor and friend to whom he will owe a great deal—and know it.

If, therefore, any good typist has the ambition to take on this interesting and many-sided task: if she feels that the combination of partner-typist-waitress-valet-filing clerk-hostess-accountant and nurse is one for which she is suited and she has the courage to attempt, then, bless her, let her go to it.

May this book guide her—and may heaven help her!

To give you a better idea of the book's contents, here are the interesting chapter titles.

The Primary Qualifications.

Mechanical Work.

Business English, Construction, Phraseology, Punctuation.

The Reception of Visitors and Conducting an Interview.

Solving the Daily Problems.

How You Look, Talk and Walk.

Your Relationship to Other Staff.

A "Royal Road" to Proficiency.

What Else Should You Learn?

Obtaining a Position.

The book has been published by Marketing Consultants, Ltd., 28 Denmark St., London, W. C. 2, England. The price is 3/9 net which amounts to about 76 cents. If any of the readers of *The Reporter* want to try to get a copy, write us a letter ordering it. We'll forward your letter to London. Mr. Perry and his publisher may find some way to complete the transaction.

# □ ANOTHER EXCEPTION FILED.

Dear Mr. Hoke:

I have just been reading the January Reporter, which arrived today.

Maybe the "Read This For Sure" comment about war-time manners, and your plug for Washington, D. C., as the Capitol of Civility, is not intended to provoke Continuous Controversy, but I must put in this word for San Francisco.

I got here just a little over four months ago, to settle here. In spite of the influx of who-knows how many thousands of new people in this critical area, with all the housing and food shortage irritations, I have found a surprising amount of friendliness and courtesy and willingness-to-serve—so much so that it is one of the outstanding impressions of my experience here.

So be it entered on the record, whether published in the Reporter or not.

Charles K. Feinberg  
Blum's Advertising Agency  
809 Mission Street  
San Francisco, California.

**Reporter's Note:** I'll come out there one of these days and investigate!

□ **A GOOD IDEA.** J. Edgar Lee, President, The Challenge Machinery Company, Grand Haven, Michigan, has sent us a pad of small stickers. The originals measure 4" x 3/4" printed on yellow gummed paper. We'll reproduce it slightly smaller to conform to our column width.

Turn Over — LOWER End Up  
To Save Paper — Postage — Filing Space

Mr. Lee reports that the idea is working well in his company. The typist pastes the sticker (or in some cases . . . simply types the words) under the last line of pages 1, 3, 5, etc. of long letters.

The typing on the reverse side of the sheet is written with the bottom side up. The typists are instructed to stop typing the second page about 1 1/2 inches from the bottom. If a bunch of papers must be clipped together, it will never be necessary to remove the clip in order to read the contents of the letter.

THE REPORTER

## Post-War Markets For Graphic Arts

We should have reported this earlier. If you haven't seen the January, 1944 issue of "Domestic Commerce," the monthly information journal issued by the Department of Commerce, write to the Superintendent of Documents, Government Printing Office, Washington, D. C., and get a copy for 10 cents. Read the article on Page 10 entitled Post-

War Markets for Graphic Arts by Kenneth R. Davis. It's an excellent job of analyzing the graphic arts industry and projecting anticipated volumes in the first full year of employment after the war. We'll give you here the schedule given by the Department of Commerce as its estimate of post-war gains in various segments of the industry.

POST-WAR MARKETS FOR GRAPHIC ARTS  
(A projection of past relationships)

Industry	Products and receipts, 1929 (millions)	Products and receipts, 1939 (millions)	Products and receipts, 1946 at \$165-billion gross national product (millions)	Percent gain over 1929	Percent gain over 1939
Newspapers	1,150	910	1,432	26	56
Periodicals	588	469	810	38	73
Books	282	237	443	57	87
General commercial (job) printing	722	534	1,036	43	94
Lithographing and photolith	129	154	289	124	88
Greeting cards	(*)	40	64	(*)	60
Bookbinding, blankbook making, ruling, etc.	103	103	186	80	80
Engraving and plate printing	49	22	53	8	141
Photoengraving	77	56	117	52	109
Typeetting	31	25	40	29	60
Electrotyping and stereotyping	36	29	55	53	90
Total	3,167	2,579	4,516	43	75

\* No data available.

Source: Specialties Unit, Bureau of Foreign and Domestic Commerce.

... the ONE kind of letterhead paper that's just as WHITE - CRISP - PERMANENT as before the War...

*Masterline*  
ANNIVERSARY BOND

BECAUSE chlorine (bleaching agent) is vital to war, papers made from anything but 100% rags are losing color and brightness.

Anniversary Bond — made only from plentiful, new all-rag cuttings — continues bright, clear, crisp and permanent... as ever, the most distinguished sheet known to the paper making art. Long, strong cotton fibres weld themselves into a sheet of strength and character, with outstanding opaqueness in any weight.

Expensive?... hardly! You spend dollars of time on what you write — you need spend only 1/3¢ more to make it right.

FOX RIVER PAPER CORPORATION  
404 South Appleton Street, Appleton, Wis.

SEE FOR YOURSELF

FREE Comparison Kit  
Visual proof, with samples, that all-rag Anniversary Bond is the paper for you to sign—printed, lithographed or engraved. Please request on business letterhead.


SPECIFY *Masterline* ANNIVERSARY BOND

THE BEST LETTERHEAD PAPER IS MADE FROM <sup>V</sup> RAGS <sub>all</sub>

## Humorous Collection Letter

We are reproducing below from an original 8½" x 11" offset piece, the clever collection letter (individually filled in) currently used by J. B. Lippincott Company, East Washington Square, Philadelphia, Pa. George Pfeiffer, 3rd, of the Special Service Department tells us that he is having a lot of fun with this unconventional mailing and further states "this is what happens when you try to write a collection letter after reading 'This is the House that Jack Built' to the baby." George wasn't sure whether it was dignified enough for reproduction in *The Reporter*. But we think it's swell. So here it is.


CABLE ADDRESS  
Lippincott, Philadelphia




**J. B. LIPPINCOTT COMPANY**  
Publishers Since 1792  
PHILADELPHIA NEW YORK CHICAGO LONDON TORONTO

East Washington Square  
Philadelphia, Pa.


Where are you?




Here are the men who felled the trees  
And hauled them to mills to make the pulp.




Here are the men who took the pulp  
And turned it to paper for the printers.




Here are the scholars who wrote the words  
And collected the facts that make the book.




Here are the publishers who brought them together -



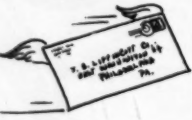
The scholars who wrote it,  
The printers who made it,  
The binders who bound it,  
And the men who made the paper from the pulp  
From the logs that were hauled to the mills by the woodsmen.



Where is the person who bought the book  
And promised to pay  
The men who published it,  
Who promised to pay  
The men who printed it,  
Who promised to pay  
The men who bound it,  
Who promised to pay  
The makers of paper,  
Who promised to pay  
The men who felled the trees?



We all enjoyed creating this book; we are sure you enjoy owning it.  
But you promised to pay US, who promised to pay ... so we can all buy War Bonds.  
You owe us \_\_\_\_\_. Please, may we have your check by return mail?



Looking forward to your reply,  
Sincerely,  
J. B. LIPPINCOTT COMPANY

□ **A SUCCESSFUL CONTEST.** Several months ago we advance reported on the unique contest being staged by Leon Bamberger, Sales Promotion Manager of RKO Radio Pictures. Leon offered good money prizes to theatre managers and advertising and publicity craftsmen in the industry for the best ideas for a Direct Mail advertising piece to be sent to the trade in the interest

of "Tender Comrade" starring Ginger Rogers. The judges were:

Ned E. Depinet, President RKO Radio Pictures; Si H. Fabian, prominent theatre circuit operator and chairman of the Exhibitors' Division of the War Activities Committee, and Henry Hoke, publisher of *The Reporter* of Direct Mail Advertising.

There were close to 500 contest-

ants and the ideas ranged from rough penciled drawings to elaborate presentations with finished art work and copy set in type.

First Prize winner was William L. Heiss, manager of the Markay Theatre, Jackson, Ohio, who received \$300.

The Second Prize of \$200 went to Miss Blanche F. Livingston, a member of the publicity staff of the RKO Theatres.

Third Prize of \$100 went to Allan H. Armstrong, of the Womecto Theatres in Miami, Florida, and the Fourth Prize of \$50 was won by C. J. Appel, Director of Advertising and Publicity of the Odeon Theatres of Canada Ltd., Toronto.

*This reporter* spent an interesting and informative February afternoon with the other judges. One phase of the contest amazed us. Leon Bamberger has been handling RKO publicity for many years. He has won many awards in the Fifty Direct Mail Leaders Contest. All of his campaigns have been outstanding for trickiness and unusual showmanship. He has used cut-outs, pop-ups, teaser campaigns, gadgets . . . and novelties of all sorts. The people who are on Leon Bamberger's mailing list (the exhibitors of motion pictures) have been bombarded for the past ten years with extraordinary mailing pieces. The contest demonstrated to this judge that Leon Bamberger has sold his market on the idea of originality and showmanship. Only two entries in the contest submitted what might be termed a conventional or ordinary format approach. Nearly all entries contained some element of surprise, curiosity or uniqueness in style or format. Some of the entries contained basic ideas which had been used years ago by Leon Bamberger himself. Leon can sit back and rest on his laurels. He has sold the motion picture exhibitors on an acceptance and anticipation of unusual Direct Mail. He has demonstrated that these exhibitors over the past years have learned how to design unusual Direct Mail for themselves. He has collected enough usable and adaptable ideas to make his job easier for the next ten years. The idea of staging such a contest could be adapted in many lines of business.

# REPORT ON A PERFECT LETTER.

Dear Mr. Hoke:

Knowing your interest in well written letters, I have been meaning for some time to send you a copy of the following letter. It was written by my niece at the age of 8 years and is, I think, perfect. If it doesn't paint a picture, what would?

"Dear Three:

Thank you Grandfather and Grandmother for the comb and brush set. Thank you Jane for the sweater you gave me for Christmas. It is just the thing I have wanted for a long time. Grandfather and Grandmother are here and they are sick. And I am sick, too, and Mother got a lady to help them because they are so old and they are not so strong. The lady is getting sick because she has a cold. Father has flu. Mother is the only one who is not sick.

Loveingly,

Marie Hopkins"

I hope this will amuse you.

Sincerely,

Jane D. Hopkins, Editor,  
Southern States News and Views,  
Southern States Iron Roofing Co.,  
Savannah, Georgia.

**Reporter's Note:** Amuse me? No. Long years ago, I printed the first letter I ever received from my first son (then 8 years old). At that time I editorialized about the clarity and brevity of youth . . . and wishing that grown-up letter writers would stop falling in love with the beauty and eloquence of their college acquired verbage . . . or something.

Thanks for Marie's letter . . . and tell her to keep on writing simply.

## MAKING IT OFFICIAL.

Representative Lyle H. Boren (D. Okla.) has issued the following interesting statement.

"On January 28th, the Subcommittee of the House Committee on Interstate and Foreign Commerce heard witnesses with respect to the paper shortage and paper conservation. These witnesses spoke primarily in behalf of the commercial printing industry. The witnesses presented testimony as to the crisis in paper production, but they emphasized that inasmuch as it was not within their power to produce more paper or al-

locate larger amounts of paper, they are constrained to engage in a program of maximum conservation of paper.

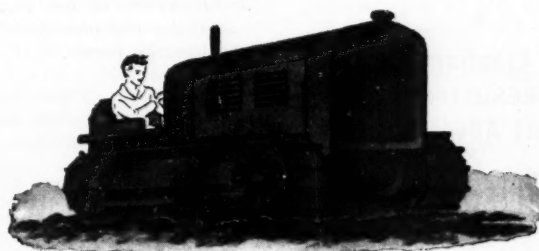
"The Committee was impressed with the practical steps commercial printers have taken to conserve paper, particularly with the plan they have worked out to enlist every printer and buyer of printing in a paper saving program.

"Underlying all of the testimony on conservation was the strong belief that nothing must be done by the Government to restrict the end use of paper. The Committee is in full

accord with this view for it feels that a fundamental American right—freedom of the press—is implicit in the right to print. Any attempt to discriminate between users of printing would unfairly harm many branches of the printing industry and likewise thousands of firms who are dependent upon printing in the operation of their businesses.

"We do not think that any Government bureau should have the right to say which firm may print and which may not. It is sufficient to say, 'This is your allotment of paper. Use it economically.'"

## EASILY HANDLED... yet



## STRONG

Today's demands for manuals, parts lists, instruction books and a host of other printed matter sets up one major requirement . . . covers must be strong.

The cover stock must be capable of folding readily either way, be amendable to all forms of binding: pasted, sewed, stitched, stapled, eyeletted . . . it must print readily. But above all this, it must be equal to the handling such printed matter will get.

## KROYDON COVER

*"Tough as a Hippo"*

provides all these qualities plus a wide selection of rich, attractive colors, and a handsome soil-resisting, glossy ripple finish. KROYDON Cover prints readily—halftone as well as line, by letterpress or lithography.

Ask your Printer or Paper Man for samples (KROYDON is nationally known) or write us direct at the mill.  
HOLYOKE CARD & PAPER CO., Springfield, Mass.

Companion cover lines by "The Cover Paper Mill"

TWILTEX LEATHERCRAFT DURATEX WOODTONE

## AHREND CLIENTS

have won

# 9

## NATIONAL AWARDS IN THE LAST 2 YEARS

Your Inquiry is Invited

★

Planning, Creating, Producing  
RESULTFUL  
Direct Advertising

**D. H. AHREND CO., INC.**  
52 DUANE ST., NEW YORK 7, N. Y.  
WOrth 2-5892

Enter Subscription to <b>THE REPORTER</b>	
NAME	_____
ADDRESS	_____
CITY	_____
STATE	_____

*If You Like This Issue . . .*

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend?

Subscription Rate \$3.00  
Special Two Year Rate \$5.00  
THE REPORTER, 17 East 42nd St., New York 17, N. Y.  
Fill out coupon. Paste on Post Card. We will bill you later.

## From The Cradle To The Grave

We like the 24 page, 8½" x 11" booklet entitled "Paper . . . the Lifeblood of Civilization" recently published by The Technical Association of the Pulp and Paper Industry. It was edited by Glenn Stewart of the Kalamazoo Vegetable Parchment Company, Parchment, Kalamazoo, Michigan. Extra copies, we understand, can be obtained from Glenn Stewart. It is a most interesting and complete explanation and dramatization of the paper industry. Although the booklet is devoted primarily to explaining the history and technicalities of the paper industry . . . it devotes considerable space to the uses of paper.

One section "From the Cradle to the Grave" is of such general interest that we'll reproduce it here.

★ Just how important is paper in our daily lives? Imagine that tonight, as you sleep, all the world's paper will disappear, every shred of it. What would tomorrow be like?

★ "That would be great," you say, "for my note at the bank or the mortgage on my house. No more tax statements, either!" But how about the paper money in your pocket, the paper deed to your property, the paper record of your savings at the bank, the paper insurance policy? The world has never known the chaos that would develop in the space of a day if such a thing happened.

★ For today's baby is born on paper obstetrical sheets, the newspaper publishes the fact of his birth, the parents send out paper announcements, the friends and relatives write paper letters of congratulations, send paper dollars and paper checks and presents wrapped in paper. The baby wears paper diapers until he is old enough to use sanitary tissue, gets a paper birth certificate, dries his tears on paper tissue, marks on the family wall paper, upsets the wastebasket full of paper.

★ He goes to school and learns to write on paper, draw on paper, read paper books. His grades are recorded on paper, he gets a paper diploma. He writes his first puppy love letters on paper, seals them in a paper envelope and affixes a paper stamp.

★ He marries with a paper license, hears a ceremony from a paper prayer book. He gets his facts and fiction from paper magazines, uses paper a hundred times in his daily work. Almost all the food he ever eats was first protected by paper. He eats much of it from paper plates, drinks from

paper cups, eats with paper spoons, and wipes his chin with paper napkins.

★ He is operated on from a paper surgical sheet, gets a paper bill and pays it with a paper check or paper currency. When he dies, he is laid out on a paper embalming sheet, the newspaper carries his obituary, and his paper will is read. He can even be buried in a paper covered casket, and the death certificate and cemetery lot deed are paper.

★ No wonder we use nearly 300 pounds of paper per person per year!

☐ **DOUBLE ADDRESSING.** First time we've ever seen it done. Here is the letter about it.

Dear Mr. Hoke:

Direct Mail plays an important part in the Franklin County War Loan Campaign. Enclosed is the mailing piece we used during the 4th War Loan Drive. Incidentally the piece went to every home in Franklin County. We used the mailing list of one of the leading local utilities.

The piece is unique in that it has a double address to emphasize our "Double up your Bond Buying", the slogan for the 4th War Loan Drive. It was prepared by Byer & Bowman, volunteer Advertising Agency for War Bond activities in the County.

Direct mail is the important phase of our County War Bond Promotion. In addition we use newspapers, radio, outdoor, and car cards, on a paid space basis, from a fund subscribed to by 179 leading business organizations.

E. M. Fosnough, Director  
Promotion and Publicity  
Franklin County (Ohio)  
War Finance Committee  
512 Atlas Bldg., Columbus, Ohio.

**Reporter's Note:** The piece mentioned by Mr. Fosnough was a self-enclosed folder 7¼" x 5½". On the cover was a title "A Message Worth Telling Twice!" Reproduced were two Penalty Envelopes from the Franklin County War Finance Committee. The recipient's name and address was repeated on both envelope reproductions . . . from addressograph plates. We'd say that in this case the extra labor was justified. It created a startling impression.

**THE REPORTER**

## WHAT'S AHEAD FOR DIRECT MAIL ADVERTISING

**Reporter's Note:** We've been trying for several months to get an article from the new president of the Direct Mail Advertising Association. Howard Korman of McCann-Erickson, Inc., New York City, (Advertising Agency) is a busy man. He has jumped into the D. M. A. A. picture with both feet, swinging arms and a sound head. He made an excellent impression before the Senate Finance Committee when it was considering the threatened doubling of third class rates. Instead of an article from Howard Korman, we are giving you his recent letter. But we'll keep on hoping for the article.

H. H.

Dear Henry:

Your request for an article for "The Reporter" caught me at a time when I am terrifically busy.

I was wondering instead of preparing an article whether or not you would be willing to accept this letter as an answer to your request and publish it.

My recent experience with the postal laws and more precisely the proposed third class postage rate raise convinced me that Direct Mail needs a lot of promotion as an industry.

When we were confronted with going to Washington to see what we could do to eliminate the third class raise we were amazed to find out that we did not have enough facts readily at hand in order to combat the situation.

If it were not for some of our good members and also some non-members of our organization getting busy over a week-end we might never have been able to contribute along with others the factual material presented to the Senate Finance Committee.

I think one of the most important jobs we have ahead of us in direct mail is to get more factual material regarding the importance of direct mail and its part in the selling of merchandise.

The other thing we have to do with direct mail is to make it a more respected media in the eyes of not only the advertiser but the advertising agencies.

Right now we are planning to make the Direct Mail Association a more national organization. At the same time I would like to make plans to see that our association and the work of our association is brought to the attention of other associations and advertising agencies. As a matter of fact,

I hope that some of your readers will offer their thoughts on this subject.

The direct mail industry has to be represented in many of our important advertising association conventions. We have got to have an important part in their program. Please do not misunderstand me that I think that no work has been done in this direction. You, yourself, have contributed a tremendous amount of effort to this and so have many others. But I do feel that in 1944 we have an excellent opportunity to plan for the postwar era and give direct mail a real place in the general advertising picture.

Very truly yours,  
Howard Korman, President,  
D. M. A. A.

**Reporter's Added Note:** Incidentally, if any of you readers of *The Reporter* have not seen a recent issue of the D. M. A. A. Monthly Bulletin, we think you are missing something. The D. M. A. A.'s Research Library under the direction of capable and energetic Jane Bell has instituted many wartime innovations. The February Bulletin, for example, lists current Direct Mail pieces under important wartime

project heads, such as Absenteeism, Community Projects, Conservation, Employee Relations, Victory Gardens, Pre-Sell Advertising, Womanpower, etc. There is a section devoted to digesting important articles on Direct Mail appearing in all publications. An extra service, unobtainable from any other source, is a collection of actual mailing pieces which are doing an important and essential job. If you are not a D. M. A. A. member, write to Miss Bell and you might induce her to send you a sample bulletin.

☐ **HOUSE ORGAN EDITORS.** If you are not on the mailing list for "Brief House Organ Items" issued by the Writers' War Board . . . by all means get yourself placed on the list. It's a monthly mimeographed bulletin about ten pages with supplementary illustration or cartoon material. It's a service by the Brief Items Committee of the Writers' War Board, 122 East 42nd Street, New York City.

CUSTOM BUILT CONSTRUCTION

**SACRIFICING  
SUPERFINE QUALITY  
GIANT SIZE**

**ALBUMS**

*Made for U. S. Army Air Force*  
This ALBUM will easily take full newspaper pages, giant photos, montages of displays, letters and other evidence of WAR BOND drives, etc.  
26x26 inches: heavy black leather grain cover, reinforced corners: 100 black loose-leaf pages, cloth-hinged for extra strength: 3 adjustable ledger-type metal binding posts. Weight 25 lbs. A SENSATIONAL BUY!

<b>A \$50.00 Value</b>	<b>\$15.00</b>
While they last.....	Each
<b>Junior Size Album,</b>	<b>\$5.00</b>
Same quality, 9 1/2"x10 1/2".....	Each

F.O.B. New York.  
Remittance assures prompt delivery  
**SAMUEL L. UNGER**  
2 East 14th St., New York City

## Prepare Now for Post-War Business

*for Results*



**Mc GRAW-HILL**  
DIRECT MAIL LIST SERVICE

McGraw-Hill lists are effective as hundreds of users can verify. However, our lists are maintained with two objectives in mind—first, today's needs and second, ample preparation for the post-war markets.

Our complete staff is kept busy revising our lists for higher sales returns. We are now, and will be then, ready for personalized mailings to active names.

An inquiry will bring information that will enable you to include these lists in your plans—now and in the future.

**DIRECT MAIL DIVISION**

**McGraw-Hill Publishing Company, Inc.**

330 West 42nd Street

New York 18, N. Y.

**□ OUR COLLECTION LETTERS MUST BE GOOD.** Here's how Frank S. Cronk Industrial Advertising, Denver 1, Colorado, answered our last appeal for renewal.

Dear Henry:

I saw a suspicious looking goof in the corridor as I came in—a goon resembling Desperate Desmond of the good, old days, and it occurred to me you mighta sicked 'im on me—you know, a shyster attorney to deal with shysters.

Presume that is just what you been thinkin' o' me for bein' overdo (over do is right on my renewal) for I sure overdid it but havin' been able to survive Uncle Sam's requests (?) for kale periodically and havin' beat Santy Claws to the rap, I still got three bucks in the bank (boy, it makes me feel good to think my dough is insured up to \$5000) I am releasing that amount to you so you can pay your income tax and maybe have enough over for a lollypop.

Anyway, please excuse my tardiness and it won't occur again, if you forgive me this time.

Best wishes to you all in the office—with Victory—(let us hope) in '44.

**Reporter's Note:** When there's a \$3.00 check attached . . . we'll forgive most anything.

**□ KEEPING GOOD WILL.**

Henry Helm, 71 West 45th Street, New York City, reports as follows:

Thought you might care to see the enclosed letter which the Cating Rope Works of Maspeth sent out just before Thanksgiving. With the fiber situation as it is they can't begin to keep up with the demand and aren't looking for new business. However they are using more direct mail than ever before to keep their name known and to build for the future. While this letter made no bid for business, it brought a lot of phone calls and letters from people who said a happy Thanksgiving yourself, and can you sell us any rope today?

The neatly processed form letter deserves to be reproduced here:

Dear Mr. Rope Buyer:

This is a special Thanksgiving letter because we at the Cating plant have a lot to be thankful for this year.

First, there's the progress our boys are making all over the world. America hasn't won this war by a long shot, and there's still a lot of blood and suffering to go through. But it is gratifying to know that things are going Uncle Sam's way.

Second, there's the way the home front has faced facts and made the

most of them. Take the rope situation, for instance. When the war started, our sources of raw material were swept away. Things looked pretty bad. They still aren't good. But you've showed us that it's possible to scrape our way through by conserving rope until it hurts, and by making the best of substitutes.

Third, there's our own personal situation to be thankful for. We're still in business. No Nazis have blown our factory sky high. K-ting Rope is still being made to the same high standards it always was, and we've even had time to make a few plans for the future.

Last are the many friends who've stuck by us even though we haven't been able to take care of them the way we wanted to. Too often we've had to make substitutions or even say "no". But you've been real patient about it, understood our problems and stuck by a good product. We appreciate that . . . and we'll remember it.

A happy Thanksgiving to you and all your fellow employees, and may you continue to celebrate many more of them.

Sincerely,

W. C. Cating, Vice Pres.  
CATING ROPE WORKS, INC.  
Maspeth, New York.

Surely such a letter could not be considered a waste of paper.

**□ HERE WE GO AGAIN!** Just can't help lifting and reprinting another item from current issue of Grey Matter, always good house magazine of Grey Advertising Agency, Inc., 166 West 32nd Street, New York City.

**PEOPLE ARE FUNNY THAT WAY:** There never was more significant moral to any advertising story

than is to be found in resignation of Coca-Cola to the fact that people will call that well-known drink "Coke". Story starts some years back. Coca-Cola was already one of the most famous names in America. Company had become institution. Finely managed. Finely advertised. But, still with established policies. And, of course, its name was Holy of Holies. For some time, its management would not even deign to notice public use of the term "Coke". Too undignified to warrant attention or comment! When imitators began to use name "Coke", Coca-Cola's legal department was put on their trail. Eventually, company had to take notice of insistent public determination to call Coca-Cola by its nickname, "Coke". First efforts attempted to discourage practice. But it was like trying to stem tide. Finally, Coca-Cola fought for legal right to exclusive use in its field of "Coke" and now it proudly advertises "Coke" means Coca-Cola. All of which goes to prove that when public takes bit in its teeth, no amount of rein-pulling is going to curb it. That lesson should be taken to heart in all postwar planning. If you have one idea, and public has something totally different, pay homage to what the public thinks and wants, or thinks it wants. It's mighty expensive to try to force something that people just won't accept down the public throat. Merely because it's new or better is no reason for assuming that people will accept it. People sometimes insist upon inferior products—just because they aren't ready for something better. People are funny that way.

**Reporter's Note:** And the same argument applies to writing letters. Too many people in writing use words and phrases which people in reading do not understand clearly. That's why we keep hammering on the themes "write simply" . . . "write naturally as you talk" . . . "use the easily understood words" . . . "be brief" . . . "be clear", etc., etc., etc.

LIKE Sterling ON SILVER



THIS MARK

INDICATES QUALITY ENVELOPES

**TENSION ENVELOPE CORPORATION**

345 HUDSON ST.—CANAL 6-1670—NEW YORK 14, N.Y.

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

### BOOKS

UNUSUAL BOOKS for mail selling. Long profits. Snappy circulars, ready to use. Request samples and prices. Financial Education, 431H Commonwealth Bldg., Denver 2, Colo.

### EQUIPMENT

SAVE HALF on Mimeographs, Multi-graphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago 10.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

### MAILING LISTS

Lists of Mail Order Buyers  
FOR RENT—Publisher offers his actual cash book buyers, not inquirers. Successfully used by leading mailers. Rental price includes addressing of envelopes. Complete data on request. WANTED—we're always renting other firms' lists for our own use. Send details of any you have, Men, Women, Juvenile, suitable for book publisher. Address: Suite 901, 54 W. 17, N. Y.

### MULTIGRAPHING SUPPLIES

REBBS, INK AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### SALES LETTERS

MESSAGES that can be delivered through human lips can be delivered through humanized letters. Request evidence. Jed Scarboro, Maplewood, N. J.

### SPECIAL

IF YOU LIKE THIS ISSUE . . . and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail Ideas. If you are a subscriber . . . how about showing this copy to a friend? Subscription Rate \$3.00; Special Two-Year Rate \$5.00. *The Reporter*, 17 East 42nd St., New York 17, N. Y.

## THE REPORTER

### A PRINTER'S CARD

We are reproducing below the front and back sides of a unique card used by the salesmen of The Anchor Press, Inc., of Columbus, Ohio. Try the test yourself. Read the front side carefully and do as instructed before you read the reverse side which we print upside down . . . to keep you from peeping.

(Front)

HOW ARE YOUR BRAINS?  
READ this sentence:

FINISHED FILES ARE THE  
RESULTS OF YEARS OF  
SCIENTIFIC STUDY COM-  
BINED WITH THE EX-  
PERIENCE OF YEARS.

Now count aloud the F's in that square. Count them ONLY ONCE; do not go back and count them again.

If you think you're right look on the other side.

(Reverse)

THE ANCHOR PRESS, INC.  
Effective Printing  
194 E. Long St.  
Columbus, O.  
Adams 1323

There are six F's in the sentence. One of average intelligence finds three of them. If you spotted four, you're above the average. If you got five, you can turn your nose at most anybody. If you caught all six, you're a genius, and a lot too good to be wasting your time on foolishness like this!

This reporter liked these cards so well that we ordered a supply for ourselves. It's true . . . the average person (printers included) find only three on the first try.

☐ NAVY URGES V-MAIL use as cargoes clog planes. The Navy has indicated that it might be forced to discontinue air mail service for personnel overseas unless greater use is made of V-Mail.

V-Mail, which has priority over all except officer messenger and official registered mail, requires less than two per cent of the space and weight of regular mail.



### ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a rental basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

## Mailing Facts . . .

We are now mailing 750,000 pieces per week. Our present schedules for March — April — May — will permit us

### To Mail For You

1,000,000 pieces  
per month.

### JAMES E. TRUE ASSOCIATES

"Mail-Order List Brokers"

381 FOURTH AVENUE  
NEW YORK 16, N. Y.

Multigraphing Folding  
Lexington 2-0674-5



SERVING ADVERTISERS SINCE  
1907 AT THIS LOCATION

**NOW** is the time to lay  
a foundation for more and  
better distribution that will  
get merchandise into Post-  
war inventories *fast* — and  
for effective re-sale support  
that will move inventories  
*faster and faster*, creating  
merchandise demand after  
the war. That's America's  
real job. Let's start **NOW!**

## **Magill-Weinsheimer Company**

**Creative Printers**

*Designers and Producers of Merchandising Aids*

1320-1334 S. Wabash Ave., Chicago 5, Illinois



SALES PROMOTION CREATES ORDERS — ORDERS CREATE JOBS-FOR-ALL

